

## CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Mentzer Media Services**  
**600 Farimont Avenue**  
**Suite 306**  
**Towson, MD 21286**

<u>Contract / Revision</u> 795055 /		<u>Alt Order #</u> 06227944
<u>Product</u> <b>CROSSROADS GPS</b>		
<u>Contract Dates</u> <b>09/11/12 - 09/17/12</b>		<u>Estimate #</u> <b>974</b>
<u>Advertiser</u> <b>Crossroads GPS</b>		<u>Original Date / Revision</u> 09/13/12 / 09/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WOIO</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WOIO	09/11/12	09/14/12	Price is Right	11a-12p		:30			NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- TWTF - -				4	\$525.00			
2	WOIO	09/11/12	09/14/12	CBS Soaps	1230-2p		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- T - - F - -				4	\$600.00			
3	WOIO	09/11/12	09/12/12	CBS Soaps	1230-2p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- TW - - - -				2	\$600.00			
4	WOIO	09/11/12	09/14/12	Action News at 4p	4-5p		:30			NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- TWTF - -				4	\$650.00			
5	WOIO	09/11/12	09/14/12	Action News at 5p	5-6p		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- TWTF - -				4	\$700.00			
6	WOIO	09/11/12	09/14/12	7-730p	7-730p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- TWTF - -				4	\$500.00			
7	WOIO	09/11/12	09/14/12	730-8p	730-8p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- TWTF - -				4	\$500.00			
8	WOIO	09/11/12	09/14/12	Action News at 11p	11-1135p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- TWTF - -				4	\$1,000.00			
9	WOIO	09/11/12	09/11/12	Tue Hour 1	8-9P		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- 1 - - - - -				1	\$3,500.00			
10	WOIO	09/11/12	09/11/12	Tue Hour 2	9-10P		:30			NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- 1 - - - - -				1	\$3,250.00			
11	WOIO	09/12/12	09/12/12	Wed Hour 2	9-10p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u> 795055 /		<u>Alt Order #</u> 06227944
<u>Contract Dates</u> <b>09/11/12 - 09/17/12</b>	<u>Product</u> CROSSROADS GPS	<u>Estimate #</u> <b>974</b>
<u>Advertiser</u> <b>Crossroads GPS</b>		<u>Original Date / Revision</u> 09/13/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals		
											Spots	Amount	
												1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/12	09/16/12	-- 1----	1	\$3,500.00							
12	WOIO	09/13/12	09/13/12	Thur Hour 3	10-11p		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/12	09/16/12	--- 1---	1	\$3,000.00							
13	WOIO	09/14/12	09/14/12	Fri Hour 2	9-10p		:30			NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/12	09/16/12	---- 1--	1	\$3,000.00							
14	WOIO	09/14/12	09/14/12	Fri Hour 3	10-11p		:30			NM	1	\$3,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/12	09/16/12	---- 1--	1	\$3,200.00							
15	WOIO	09/15/12	09/15/12	SA Action News at 7p	7-8p		:30			NM	1	\$425.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/12	09/16/12	----- 1-	1	\$425.00							
16	WOIO	09/15/12	09/15/12	SA Action News at 11p	11p-1135p		:30			NM	1	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/12	09/16/12	----- 1-	1	\$750.00							
17	WOIO	09/16/12	09/16/12	CBS Sunday Morning	9-1030a		:30			NM	3	\$1,350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/12	09/16/12	----- 3	3	\$450.00							
E 18	WOIO	09/16/12	09/16/12	Face the Nation	1030-1130a		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/12	09/16/12	----- 1	1	\$450.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
		1	WOIO	09/10/12-09/16/12	Face the Nation	1030-1130a	----- Su	:30	<del>\$450.00</del>	NM			
19	WOIO	09/16/12	09/16/12	Browns Football	1-4p		:30			NM	1	\$25,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/12	09/16/12	----- 1	1	\$25,000.00							
20	WOIO	09/16/12	09/16/12	SU Action News at 630p	630-7p		:30			NM	2	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/12	09/16/12	----- 1	1	\$500.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
		1	WOIO	09/10/12-09/16/12	SU Action News at 630p	630-7p	----- Su	:30	<del>\$500.00</del>	NM			
		2	WOIO	09/11/12-09/14/12	The Early Show	7-9a	- TuWThF----	:30	\$250.00	NM			
		Ⓜ	MG for 20.1 09/16										
		3	WOIO	09/11/12-09/14/12	The Early Show	7-9a	- TuWThF----	:30	\$250.00	NM			
		Ⓜ	MG for 20.1 09/16										
21	WOIO	09/16/12	09/16/12	Sun Hour 1	7-8p		:30			NM	1	\$3,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/12	09/16/12	----- 1	1	\$3,500.00							
22	WOIO	09/16/12	09/16/12	Sun Hour 4	10-11p		:30			NM	1	\$3,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/12	09/16/12	----- 1	1	\$3,500.00							
23	WOIO	09/16/12	09/16/12	Su Action News at 11p	1130p-1230a		:30			NM	1	\$775.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/10/12	09/16/12	----- 1	1	\$775.00							
24	WOIO	09/17/12	09/17/12	Price is Right	11a-12p		:30			NM	1	\$525.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		09/17/12	09/23/12	1-----	1	\$525.00							

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
25	WOIO	09/17/12	09/17/12	CBS Soaps	1230-2p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	2-----				2	\$600.00			
26	WOIO	09/17/12	09/17/12	Action News at 4p	4-5p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$650.00			
27	WOIO	09/17/12	09/17/12	Action News at 5p	5-6p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$700.00			
28	WOIO	09/17/12	09/17/12	M-F 7-730p	7-730p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	09/17/12-09/23/12	M-F 7-730p	7-730p	M-----	:30		<del>\$500.00</del>	NM		
	See MG 28.2											
	2	WOIO	09/17/12-09/17/12	Action News at 11p	11-1135p	M-----	:30		\$1,000.00	NM		
	Ⓜ MG for 29.1,28.1											
29	WOIO	09/17/12	09/17/12	M-F 730-8p	730-8p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	09/17/12-09/23/12	M-F 730-8p	730-8p	M-----	:30		<del>\$500.00</del>	NM		
	See MG 28.2											
30	WOIO	09/17/12	09/17/12	Action News at 11p	11-1135p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$1,000.00			
31	WOIO	09/17/12	09/17/12	Mon Hour 3	10-11P		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$3,000.00			
N 32	WOIO	09/17/12	09/17/12	The Talk	2-3p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$450.00			
<b>Totals</b>											<b>56</b>	<b>\$82,875.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/17/12	56	\$82,875.00	\$70,443.75
<b>Totals</b>	<b>56</b>	<b>\$82,875.00</b>	<b>\$70,443.75</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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